
FORT MOJAVE TRANSIT FEASIBILITY STUDY

PUBLIC OUTREACH AND INVOLVEMENT PLAN

August 2013

1 INTRODUCTION

This Public Outreach and Involvement Plan has been developed to describe in detail how the Arizona Department of Transportation (ADOT), the Fort Mojave Indian Reservation, and the project team will solicit public input; inform and involve the public, elected officials, agencies and stakeholders regarding the Fort Mojave Transit Feasibility Study.

This plan is subject to change and may be revised as required. Updates to this plan will be provided as dictated by the study and public involvement process.

STUDY DESCRIPTION

The purpose of this project is to evaluate and provide the Fort Mojave Indian Reservation with recommendations on various components of the multimodal transportation system that meet the needs of all stakeholders.

PURPOSE AND GOALS OF THE PUBLIC OUTREACH AND INVOLVEMENT PLAN

This plan will help guide ADOT Communications and the project team to obtain meaningful input from the community (elected officials, agencies, public, businesses, and stakeholders). The public involvement process embraces innovation, commitment, transparency and trustworthiness in working with all project stakeholders and strives to create an environment that provides and promotes meaningful dialogue and opportunities for individuals with disabilities or language challenges to participate. The goals of this plan are to outline the process objectives and describe the techniques to be used. Goals of the public outreach program include:

- Engaging stakeholders to help ensure the final report incorporates agency and public input
- Providing clear and accurate information that encourages informed public participation and input
- Providing multiple, convenient ways for interested parties to provide comment
- Providing multiple means through which the public can learn about the project

2 PUBLIC INVOLVEMENT OUTREACH PRIOR TO THE MOBILE OUTREACH EFFORT

The following listing shows the outreach and input tools that will be used prior to the mobile outreach. The following listing is in no particular order.

STAKEHOLDER ANALYSIS

Prior to the mobile outreach efforts, the community relations team and technical consultant will meet with, survey and interview the stakeholders to obtain their input and feedback on the current transit conditions as well as their transit needs (both now and in the future). This analysis will take place with both face-to-face interaction and the use of an online survey/questionnaire created by the technical consultant in collaboration with the project team.

AGENCY MEETINGS & TRIBAL LEADERSHIP BRIEFINGS

The study team will conduct meetings with the partner agencies and briefings with elected official as needed or requested to communicate project information and to obtain information and feedback.

TECHNICAL ADVISORY COMMITTEE (TAC)

A Technical Advisory Committee (TAC) will be established to oversee and guide the Technical Consultant's work efforts. The TAC includes representation from the following agencies:

- Fort Mojave Indian tribe
- Bullhead City, AZ
- BIA Western Regional Office
- WACOG
- Mojave County
- Caltrans
- NDOT
- ADOT
 - Multimodal Planning Division
 - Communications Division
 - Kingman District (Senior Community Relations Officer)

A Communications representative will attend TAC meetings in person or by phone to provide updates on the public involvement process.

DEVELOP COLLATERAL AND PRINTED MATERIALS

A number of different types of print materials (e.g., fact sheets, frequently asked questions, e-newsletters) may be prepared to explain the project and provide information on how to participate and comment.

STUDY WEBSITE

A project website will be created and will be maintained by ADOT Communications and/or ADOT MPD to provide information to those with Internet access. The website is hosted by ADOT and will include all study materials, meeting summaries, a link to the online survey and the ability to email the project team comments and questions.

TELEPHONE COMMENT LINE

A telephone comment line is available, enabling callers to make comments or ask questions about the project. When necessary, a study team member will contact each caller no later than 24 hours on the next business day after the message is received. The telephone comment line number will be published in all public involvement materials. The telephone comment line number is 855.712.8530.

3 MOBILE OUTREACH EFFORT

Public input on the transit needs of the Fort Mojave Indian Reservation will be obtained through a mobile outreach effort rather than a traditional open house of public meeting format which may not be well attended. Through a mobile effort, the project team will provide background information about the study and solicit community input and feedback on transit issues/needs of the community. The mobile outreach

will take place over the course of one full day (date to be determined) and will make numerous stops at locations to be determined to encourage greater community participation and involvement. Prior to the mobile outreach, project information and outreach notification will be communicated to the community through a number of methods that can include a mailed postcard, newspaper notices, briefings with media and elected officials, community events, social media, and the project website. Along with the techniques discussed in the section above, the following listing shows the tools that will be used to publicize the mobile outreach effort.

NEWSPAPER ADVERTISING

Newspaper advertisements will be developed to publicize the outreach effort. Newspaper notices could be designed in both black-and-white and color at a size specific to each publication. Newspaper notices will be placed in the newspapers listed below and will be published two weeks and one week prior to the public meeting.

- Mohave Valley Daily News
- Laughlin Times
- Needles Desert Star

OUTREACH EFFORT

The project team will conduct one mobile outreach effort on a date to be determined. Public materials include the following:

- Handouts and other collateral materials (comment forms, surveys, all materials presented and displayed, other)
- Exhibit boards
- Comment area for people to provide written comments

CONTACT/COMMENT DATABASE

All comments received will be documented, and a response will be provided. The following methods will be utilized to solicit and/or acquire comments:

- Comment form at the outreach event
- Project website/online comment form
- Telephone information hotline
- E-mail account
- Written letters

A database combining contact information and comments received from the public will be developed. The contact list contains names, addresses, phone numbers, and e-mail addresses of any members of the public who have expressed an interest in the study or have submitted comments. The comment database will maintain all comments received via letter, e-mail, comment form, and/or phone call. All comments will be entered into the database and categorized. The database is updated on a regular basis, as needed.

4 TEAM RESPONSIBILITIES

A work-back schedule that outlines project milestones and deliverables related to public outreach for the Fort Mojave Transit Feasibility Study. This schedule will determine the responsible parties for various tasks as it relates to the public outreach and involvement efforts. Tasks will outline responsibilities for the following activities:

- Collateral
- Advertising
- Mobile Outreach
- Public Information Summary Report
- Messaging

5 TITLE VI/ENVIRONMENTAL JUSTICE

Title VI of the Civil Rights Act of 1964 and related statutes assure that all individuals are not excluded from participation in, denied the benefit of, or subjected to discrimination on the basis of race, color, national origin, sex, and disability. Executive Order 12898 on Environmental Justice directs that programs, policies, and activities not have a disproportionately high and adverse human health and environmental effect on minority and low-income populations. The implementation of the PIP should ensure that these protected populations are given the opportunity to participate in the Coolidge Eleven Mile Corner Corridor and Interchange Study/Coolidge McCartney Road PARA.